

BETTER WISE: A Cancer and Chronic Disease Prevention and Screening Project

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Define Opportunity

- Family physicians (FPs) lack time, resources and tools to address cancer and chronic disease prevention and screening (CCDPS).
- Primary prevention** – Although most patients have multiple risks, guidelines and resources are usually focused on one specific disease, organ system, or lifestyle risk.
- Cancer surveillance** – Cancer survivors achieve fewer CCDPS goals despite closer monitoring.
- Poverty** – Patients living in poverty have increased prevalence of and mortality from chronic disease and cancer.

The BETTER WISE project uses an integrated, tailored, multifaceted approach that proactively targets patients in order to comprehensively address CCDPS in patients 40 to 65 years of age (general health and cancer survivors).

Act to Improve

- Sixteen primary care practices from diverse settings (urban, rural, remote).

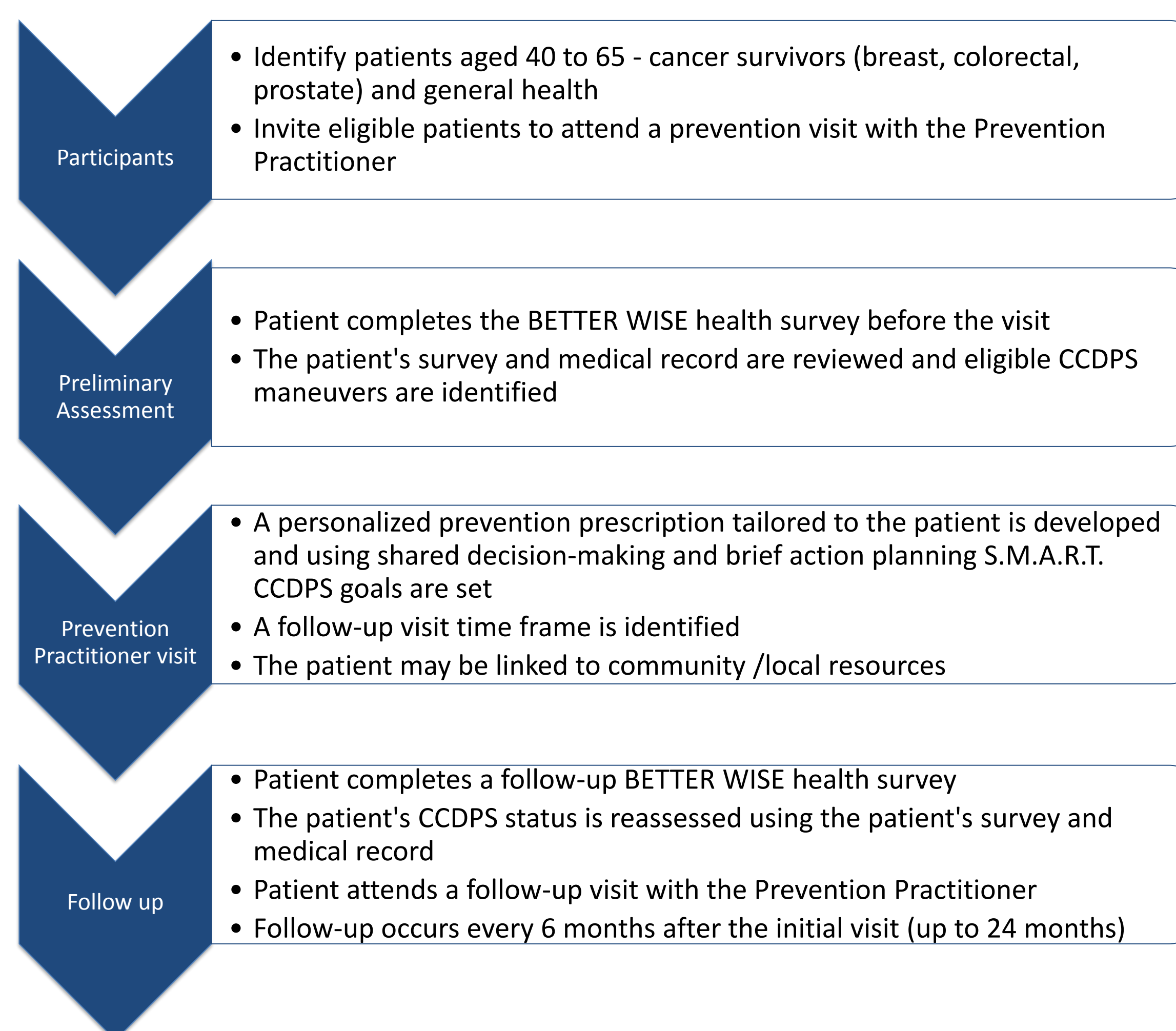


- A health professional will take on the role of Prevention Practitioner (PP).
- BETTER WISE tool kit includes blended care pathways for cancer survivors (breast, colorectal, prostate) and CCDPS including behavioural lifestyle risk factors and a brief assessment of poverty.

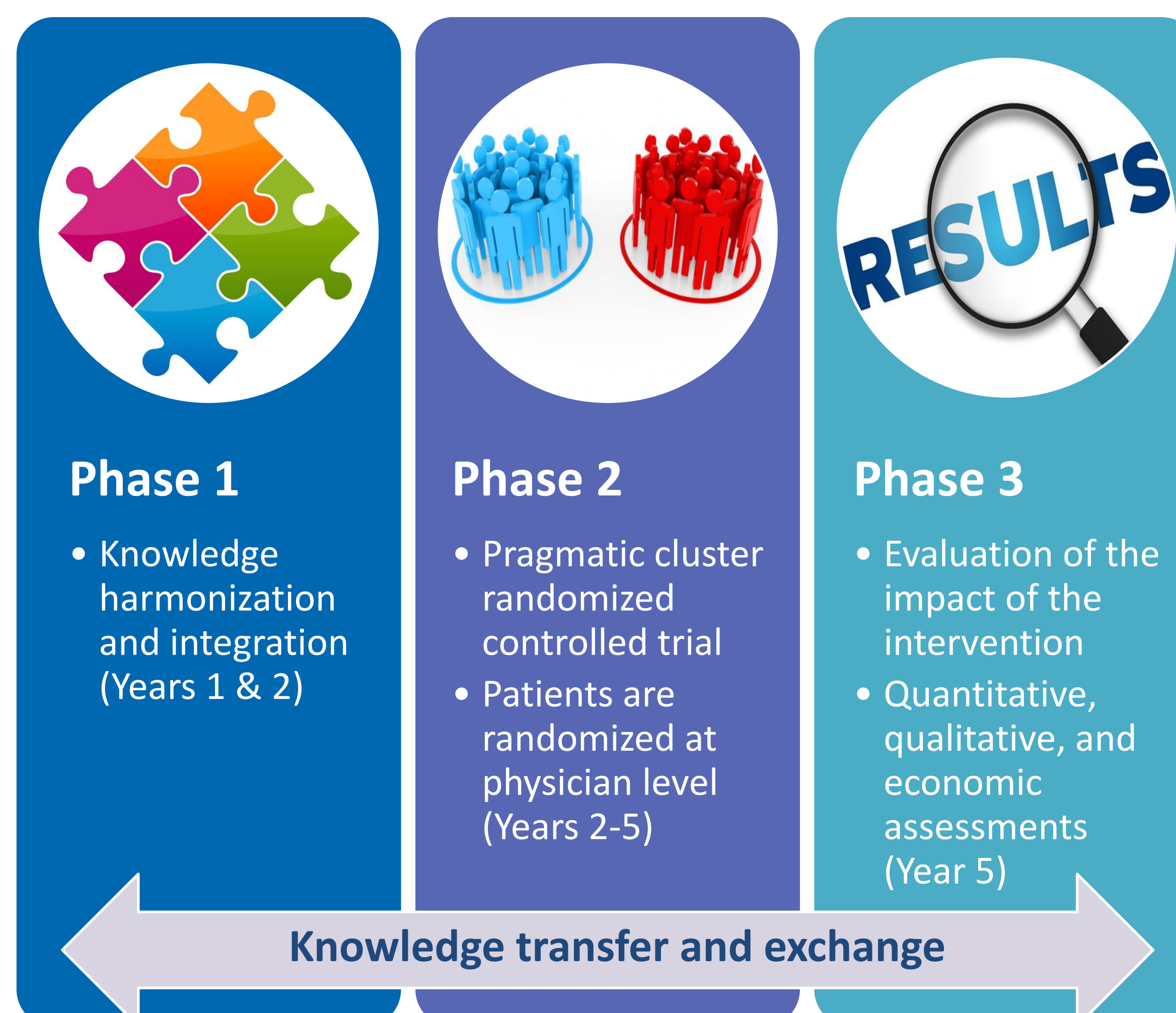
Objective

To determine if patients randomized to receive an individualized visit with a PP have improved cancer surveillance and general prevention and screening outcomes as compared to standard care.

BETTER WISE Intervention



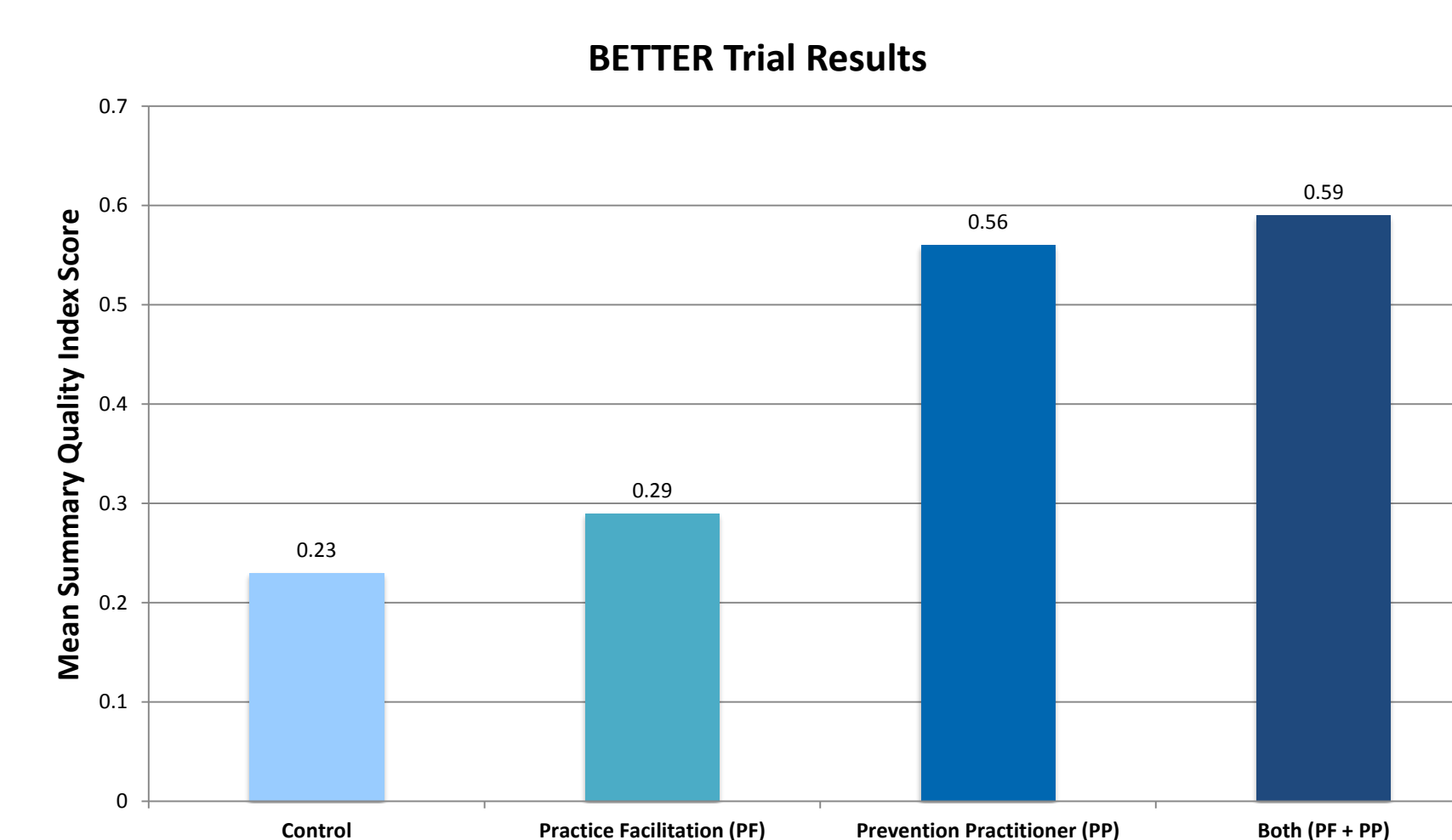
BETTER WISE Project Timeline



Measurement

- Primary outcome – the proportion of achieved CCDPS maneuvers out of those the patient was eligible for at baseline (according to pre-defined targets), measured at 12-month follow-up.
- Facilitators and barriers of the implementation and uptake of the BETTER WISE intervention.
- Projected cost-benefit impact of investing in the BETTER WISE approach.

Results



- It is expected that BETTER WISE patients randomized to the intervention group will have improved 12-month CCDPS outcomes as compared to wait-list control with maintenance at 24-months.

Sustainability

- BETTER WISE provides a framework to integrate roles and resources within a practice.
- The findings to date provide an understanding of a collaborative approach that significantly improves CCDPS within the primary care setting.

Challenges/Lessons Learned

Qualitative methods are used to explore the facilitators and barriers to the implementation and uptake of the BETTER WISE intervention as well as to address any modifications needed to scale and spread the approach.

Acknowledgement

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